

AGENDA
VENETA ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, SEPTEMBER, 9TH 2020 – 2:00 P.M.

Committee Members Present:

Herb Vloedman (Chair, Fern Ridge Self-Storage), Jason Alansky (Veneta – Fern Ridge Chamber President), John Tribolet (Grateful Graffix), Tulsi Elizabeth Strickland (In Your Heart Song Coaching & Training), Ryan Frome (Veneta Vet. Hosp.)

Matt Michel, City Administrator and non-voting member

Institute for Policy Research and Engagement (IPRE) at the University of Oregon: Olenka Wrobel, Corum Ketchum, and Assistant Program Director Michael Howard.

Absent: Thomas Cotter (Council Appointee, Council President), Len Goodwin (Vice Chair), Gina Haley-Morrell (Veneta – Fern Ridge Chamber), Dalen Corbett (KEZI)

Staff: Jana Weaver, Management Analyst

Visitors: Jenna Cusimano (Lane County Economic & Community Development Management Analyst) by phone

2:00 **I. CALL TO ORDER**

Chair Herb Vloedman called the Economic Development Committee (EDC) meeting to order at 2:00 p.m.

2:05 **II. PUBLIC COMMENT**

None

2:10 **III. ADMINISTRATIVE**

I. Approval of Minutes for Aug 12th, 2020

- Jason Alansky made a motion to accept the minutes; seconded by John Tribolet; passed unanimously.

2:15 **IV. STRATEGIC PLANNING**

A. Introductions for University of Oregon Institute for Policy Research & Engagement (IPRE) members.

- Michael Howard- introduced himself and also reminded the committee that he worked with the last 5-Year Strategic Plan Action Priorities.
- Introduction from Olenka Wrobel.
- Introduction from Corum Ketchum.

B. 5-Year Strategic Plan Action Priorities Process Overview

- Corum Ketchum shared an overview presentation of the program, and recalled the history from the previous Strategic Plan.
- The main themes consisted of public involvement, goals for the Strategic Plan, actionable ways to grow the local economy, goals moving forward, and key document overview from previous years.
- Ketchum asked for feedback of the EDC about goal prioritization and listing goals

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in A, B, and C order based on the document.

- Chair Vloedman asked if there were questions from the EDC. There were none.
- Ketchum facilitated a discussion on the EDC priorities and goals.
- John Tribolet suggested that perhaps we put less effort into beautification and shift in another capacity.
- Tulsi Strickland was an advocate for public art, but merge with beatification. Perhaps offering Parks Board to join us on this.
- Discussion occurred about bringing completed items down to bottom of the spreadsheet.
- Discussion occurred about how do we tell the story about ourselves? Marketing strategies how could we boost our signal? Discussion occurred about recruitment for job providers.
- Chair Vloedman discussed being supportive of making sure that activities occur for downtown, but should not focus only on downtown and that we should keep other opportunities open. Discussion occurred about not discounting areas outside of downtown core.
- City Administrator (CA) Matt Michel - URA project list does not have a lot for downtown. Pivoting elsewhere (e.g., Bolton Hills Sports Fields); the downtown goal may be more about how to catalyze existing property owners, how to get them "into the game"? Is it through zoning amendments, comprehensive plan amendments to make commercial locations more attractive now for ROI. What else could city do to help property owners and/or lease from owners.
- Tribolet asked if it is possible for the city to cosign without spending the money on the spaces? There was also discussion about the need for lodging within the community.
- CA Michel brought up the City working on update of Parks Master Plan, will be to city council at time this process is complete. The prominent feedback is more trails and walkability connection. If wanting businesses into town should be considering attractiveness for employers. Tie connection to Parks Master Plan, greenway development, potential land acquisition. Ketchum fold parks plan into CEDS and vice versa. CA Michel beautification is difficult to justify, however, economic justification helps. Flesh out what this means beyond fiber, etc.
- Strickland brought up a discussion about culture development. This is where we are going to create vibrancy. Would like to see more that captures the local agriculture and the expanded culture of what is around Veneta. Is it under infrastructure improvement? What does it mean to be a Venetian? What do we value about our identity?

2:40 V. **VENETAWORKS UPDATES**

- A. Shopfernridge.com Online Regional Marketplace (verbal)
 - Management Analyst (MA) Jana Weaver gave an update on shopfernridge.com having a soft launch in the next week. There are 4 artists on the website now, and 16 interested to join soon.
- B. Downtown Veneta Retail Pop-Up Market (verbal)
 - MA Weaver gave an overall update about the attendance numbers and revenue

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numbers in the last few weeks. A more detailed document will be able to be created at the end of the season.

VI. QUESTIONS FOR STAFF & OTHER

- Jenna Cusimano (Lane County): Still have about \$50K in the fund for Lane County for applicable businesses from the relief fund. There is a quick pre-application on the committee lending page. Within round 4, Business Oregon is doubling the tiered amounts. This is through the Oregon Cultural Trust.
- ODOT will be gathering feedback from the community about an upcoming project on OR 126. Please visit <https://odotopenhouse.org/or-126-veneta-to-eugene-nepa-study-1> for the virtual open house and leave your feedback. The survey will be open until September 25th.

2:55 **VII. NEXT MEETING**

- a. October 14, 2020 at 2:00 p.m.
- b. Topics: Strategic Planning

3:30 **VIII. ADJOURN**

Chair Vloedman adjourned the meeting at 3:30pm